

Diploma thesis „National and racial stereotypes in television commercials (with the focus on USA)“ deals with the racist tendencies in contemporary American television advertising. The goal is to describe stereotypical presentations of the black people, Hispanics and Asians in commercial work, and to illustrate the presence of these stereotypes on particular television spots. Theoretical part of the text addresses general characteristics of advertising with the focus on the specifics and the influence of television commercials in a relation to national and racial minorities. Moreover, it defines the concept of stereotype, and concerns the impacts of stereotypical images of minorities in advertising and media in general. Thereafter, I dwell on the history of American racist approach towards each of the minorities mentioned above, and the evolution of their media representation from its beginning to the present time. The end of this part is devoted to the specific ways of stereotypical presentation of minorities in contemporary commercial work. Practical part of the thesis describes the method of qualitative textual analysis, which I use to analyze the television spots. Using specific television commercials, I consequently demonstrate the ways in which the forms of stereotypical media presentation of national and racial minorities unravel themselves in practice, based on the previous theoretical research.